



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/636,393	08/09/2000	Nizar Allibhoy	21143-7002	5554

7590 12/12/2005

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP  
12400 WILSHIRE BLVD.  
SEVENTH FLOOR  
LOS ANGELES, CA 90024

EXAMINER

BACKER, FIRMIN

ART UNIT	PAPER NUMBER
----------	--------------

3621

DATE MAILED: 12/12/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/636,393	ALLIBHOY ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	FIRMN BACKER	3621	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 30 November 2005.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-50 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-50 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-50 are rejected under 35 U.S.C. 102(e) as being anticipated by Ben-shaul et al (U.S. PG Pub No. 2002/0010798).
3. As per claims 1, Ben-shaul et al teach a method of controlling a financial transaction between a receiver and a content provider occurring over a network operated by a network operator, wherein the content provider offers enhanced content programming relating to the financial transaction, the method comprising intercepting a user request for the enhanced content programming, the user request originating in the receiver, wherein the intercepting is performed by a third party (software or hardware module, edge server, 72) (see figs 7 and 8, paragraphs 0180, 0214, 0220.), permitting (permitting) the enhanced content programming the (content) be provided (downloading) to the receiver in response to the user request only if the content provider is an authorized content provider, wherein the permitting is performed by the third party (see paragraph 0426), and storing information relating to the enhanced content programming provided to the receiver in response to the user request, wherein the storing is performed by the third party (see paragraphs 0022, 0072, 0107).

4. As per claims 2, Ben-shaul et al teach a method further comprising determining if the content provider is authorized by the network operator to offer enhanced content programming over the network (see paragraph 0426).

5. As per claims 3, Ben-shaul et al teach a method further comprising of monitoring for triggers within the enhanced content programming (see paragraphs 0190, 0211, 03273).

6. As per claims 4, Ben-shaul et al teach a method further comprising terminating the user request after the intercepting if the content provider is unauthorized (see paragraph 0414).

7. As per claims 5, Ben-shaul et al teach a method further comprising intercepting a supplemental user request intercepting is performed by the third party; storing the supplemental user request, wherein the, the supplemental user request originating in the receiver, wherein the storing is performed by the third party; and requesting supporting information from the content provider for the supplemental user request, wherein the requesting is performed by the third party (see paragraphs 0022, 0072, 0107).

8. As per claims 6, Ben-shaul et al teach a method further comprising of providing the supporting information to the receiver upon request (see paragraph 0152).

Art Unit: 3621

9. As per claims 7, Ben-shaul et al teach a method further comprising intercepting a request to finalize the supplemental user request, the request to finalize the supplemental user request originating in the receiver, wherein the intercepting is performed by the third party, finalizing the supplemental user request, wherein the finalizing is performed by the third party; and supplying the content provider with finalized supplemental user request information (see paragraphs ppJ2, 0072, 0107).

10. As per claims 8, Ben-shaul et al teach a method of motoring a network transaction between a user receiver and a content provider, the method comprising intercepting a user request directed at the content provider by the user receiver; appending additional parameters to the user request; directing the appended user request to the content provider, intercepting a user request response directed at the user receiver by the content provider, wherein the user request response comprises at least a portion of the network transaction, extracting transaction information from the intercepted user request response; and forwarding the user request response by the third party to the user receiver ( see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180 0214).

11. As per claims 9, Ben-shaul et al teach a method further comprising of initially receiving enhanced content programming from the content provider within the user receiver, and wherein the user request is formed by of interacting with the content provider through the user receiver (see paragraphs 0180, 0214).

Art Unit: 3621

12. As per claims 10, Ben-shaul et al teach a method further comprising of recognizing a trigger within the enhanced content programming, the recognizing performed prior to of intercepting the user request (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

13. As per claims 11, Ben-shaul et al teach a method wherein of intercepting the user request further comprises appending an address to a third party controller to the intercepted user request and directing the intercepted user request to the third party controller, wherein the third party controller performs of appending additional parameters to the user request (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

14. As per claims 12, Ben-shaul et al teach a method of appending a marker to the user request response by the content provider, wherein the third party uses the marker to intercept the user request response (see figs 7 and paragraphs 0220, 0072, 0107, 0180, 0214).

15. As per claims 13, Ben-shaul et al teach a method of determining if the content provider is authorized to provide enhanced content programming to the user receiver (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

16. As per claims 14, and 5, Ben-shaul et al teach a wherein the determining is performed prior to the first intercepting and after the user request is intercepted by the third party (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180 0214).

Art Unit: 3621

17. As per claims 16, Ben-shaul et al teach a method of terminating the network transaction between the user receiver and the content provider if the content provider is unauthorized (see 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

18. As per claims 17, Ben-shaul et al teach a method of forwarding the appended user request to a substitute content provider if the content provider is unauthorized (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

19. As per claims 18, Ben-shaul et al teach a method of storing the extracted transaction information (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

20. As per claims 19, Ben-shaul et al teach a method of initiating a purchase from the content provider by the user receiver; and entering the initiated purchase into a data base controlled by a third party (see paragraphs 0180, 0214).

21. As per claims 20, Ben-shaul et al teach a method of displaying information pertaining to the initiated purchase on a display screen coupled to the user receiver (see paragraphs 0190, 0211, 0327).

22. As per claims 21, Ben-shaul et al teach a method of displaying at least one advertisement on the display screen simultaneously with the information permitting to the initiated purchase (see paragraph 0426).

23. As per claims 22, Ben-shaul et al teach a method wherein at least one advertisement includes linking information to a specific content provider. (see paragraph 0414).

24. As per claims 23, Ben-shaul et al teach a method of directing a request for additional information pertaining to the initiated purchase to the content provider, wherein the directing is performed by the third party receiving the additional information from the content provider by the third party; and storing the additional information in the third party controlled database (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

25. As per claims 24, Ben-shaul et al teach a method of directing a request for updated information pertaining to the initiated purchase to the content provider, wherein the directing is performed by the third Party, receiving the updated information from the content provider by the third party; and storing the updated information in the third party controlled data base (see figs 7 and 8, paragraphs 0072, 0107, 0180, 0214).

26. As per claims 25, Ben-shaul et al teach a method of requesting finalization of the initiated purchase by the user receiver; finalizing the initiated purchase with the user receiver, wherein the providing final purchase information to the content provider by the third finalizing is performed by the third party; and party (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).



Art Unit: 3621

27. As per claims 26, Ben-shaul et al teach a method of requesting finalization of the initiated purchase by the user receiver, wherein the requesting is performed prior to the finalizing (see paragraph 0414).

28. As per claims 27, Ben-shaul et al teach a method of obtaining supplemental information from the user by the third party in order to complete the finalizing (see paragraph 0414).

29. As per claims 28, Ben-shaul et al teach a method of controlling a network transaction comprising directing enhanced broadcast information via a network to a plurality of receivers, wherein the network is controlled by a network operator, and wherein at least a portion of the enhanced broadcast information is provided by at least one content provider, detecting triggers within the portion of the enhanced broadcast information provided by the at least one content provider, wherein the detecting is performed by a third party; intercepting by the third party a user request directed at the at least one content provider from a receiver of the plurality of receivers coupled to the network, directing the intercepted user request to a third party controller, appending third party parameters to the intercepted user request; directing the appended user request to the at least one content provider; appending third party markers to a response to the appended user request, wherein the appending is performed by the at least one content provider; directing the appended response to the receiver; detecting by the third party controller the third party markers appended to the response, and storing transaction information provided by the at least one content provider in the response, wherein the storing is controlled by the third party controller (see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214).

30. As per claims 29, Ben-shaul et al teach a method of appending information to the intercepted user request prior to directing the intercepted user request to the third party controller (see paragraph 0426).

31. As per claims 30-32, Ben-shaul et al teach a method, wherein the information appended to the intercepted user request is comprised of a third party controller address, receiver capabilities and user profile associated with the receiver (see paragraphs 0190, 0211, 0327.).

32. As per claims 33-36, Ben-shaul et al teach a method wherein appended third party parameters comprised of a network specification, a receiver specification, a user profile associated with the receiver and a set of network operator business rules (see figs 7 and 8, paragraphs 0220, 0107, 0180, 0214,).

33. As per claims 37, Ben-shaul et al teach a method of initiating a user financial transaction through the receiver with the at least one content provider, storing information pertaining to the user financial transaction in a third party controller data base and displaying at least a portion of the stored information on a display screen coupled to the receiver (see paragraph 0414,).

34. As per claims 38, 39, Ben-shaul et al teach a method of displaying at least one advertisement on the display screen simultaneously with the portion of the stored information

Art Unit: 3621

and includes linking information to a specific content provider (see paragraphs 0190, 0211, 0327).

35. As per claims 40, Ben-shaul et al teach a method requesting additional information on the user financial transaction from the at least one content provider, wherein the requesting is performed by the third party controller, receiving the additional information from the at least one content provider and storing the additional information (see paragraphs 0190, 0211, 0327).

36. As per claims 41, Ben-shaul et al teach a method of finalizing the user financial transaction through the receiver, wherein of finalizing is executed between the receiver and the third party controller, and providing finalized user financial transaction information to the at least one content provider by the third party controller (see paragraphs 0190, 0211, 0327,).

37. As per claims 42, Ben-shaul et al teach a network-based system for providing enhanced content programming to a user, the system comprising a network a content provider coupled to the network, wherein the content provider supplies the enhanced content programming a receiver coupled to the network the receiver capable of receiving the enhanced content programming, a display coupled to the receiver for displaying the enhanced content programming to the user; third party means for intercepting a request initiated by the receiver and directed at the content provider, third party means for appending operational parameters to the request, third party means for directing the appended request to the content provider; third party means for intercepting a response to the request initiated by the content provider; and a database coupled to

Art Unit: 3621

the network and the third party means for storing intercepted response information (see fig 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214.).

38. As per claims 43, Ben-shaul et al teach a network-based system wherein third party means for intercepting the request further comprising third party means for appending an address for a third party controller to the request, wherein the request is directed at the third party controller (see paragraphs 0190, 0211, 0327).

39. As per claims 44, Ben-shaul et al teach a network-based system the third party means for intercepting the request further comprising third party means for monitoring transactions between the receiver and the content provider (see paragraph 0426).

40. As per claims 45, Ben-shaul et al teach a network-based system wherein the third party monitoring means detects triggers contained within the enhanced content programming (see paragraph 0414).

41. As per claims 46, Ben-shaul et al teach a network-based system wherein the third party controller displays information on transactions between the user and the content provider on the receiver coupled display (see paragraph 0426).

Art Unit: 3621

42. As per claims 47, Ben-shaul et al teach a network-based system wherein the third party controller displays advertisements simultaneously with the transaction information (see paragraphs 0180, 0214).

43. As per claims 48, Ben-shaul et al teach a network-based system wherein the third party controller obtains supplemental information from the content provider pertaining to transactions initiated between the user and the content provider (see paragraphs 0180, 0214).

44. As per claims 49, Ben-shaul et al teach a network-based system wherein the receiver is selected from the group consisting of set-top boxes, telephones, PDAS, and computers (see figs 7 and 8, paragraphs 0220, 0072, 0180, 0214.).

45. As per claims 50, Ben-shaul et al teach a network-based system wherein the network is selected from the group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and satellite broadcast systems (see paragraph 0414).

### ***Response to Arguments***

46. Applicant's arguments filed November 30<sup>th</sup>, 2005 have been fully considered but they are not persuasive.

- a. Applicant argues that the Ben Shaul reference cannot be used to sustain a 102(e) rejection of the present invention for the following reasons. 1) The present patent

Art Unit: 3621

application was filed on August 9, 2000, with a claimed priority date of May 11, 2000 (from non-provisional patent application 60/203,461). 2) The priority dates of the Ben-Shaul reference extend to two provisional applications: 60/198,908 that was filed on April 20, 2000 and 60/232,580 that was filed on September 13, 2000 (which was after the date the present patent application was filed).

b. Examiner respectfully disagrees with Applicant's characterization of the prior art. Although the priority dates of the Ben-Shaul reference extend to two provisional applications: 60/198,908 that was filed on April 20, 2000 and 60/232,580 that was filed on September 13, 2000, it is obvious that the priority date relied upon in rejecting the claimed invention is the earliest priority date according to MPEP 706.02 (F). Moreover, it is clear that the material used in sustaining the rejection under 102(e) came from the provisional application filed before the priority date of the claimed invention. Therefore the rejection under 102(e) is sustained.

### ***Conclusion***

47. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period

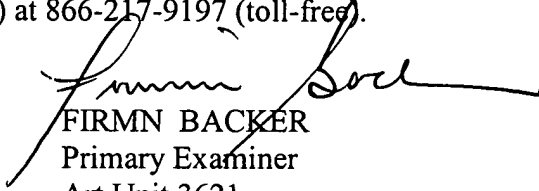
Art Unit: 3621

will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to FIRMN BACKER whose telephone number is 571-272-6703. The examiner can normally be reached on Monday - Thursday 9:00 AM - 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell can be reached on (571) 272-6712. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

  
FIRMN BACKER  
Primary Examiner  
Art Unit 3621

December 7, 2005